Syndicated Data Sources

(Click icon for audio)
Syndicated Sources

- Market research suppliers who collect data regularly with standardized procedures
- Data sold to different clients
Advantages and Disadvantages of Syndicated Data

Advantages

• Shared costs
• High quality
• Current information

Disadvantages

• Standardized report format
• Commitment cost
• Availability to competitors
Typology of Syndicated Sources

- Syndicated sources
  - Diary panels
    - Purchase panels
      - NPD
      - MRCA
      - NFO
    - Media panels
      - NTI
      - A.C. Nielsen
      - Arbitron
  - Conventional warehouse withdrawals
    - Syndicated
    - Custom
  - Single sources (scanner based tracking)
    - National tracking
      - Nielsen Scantrack
    - Info Scan
    - BehaviorScan
    - Test market
Diary Panels

- Households report buying or media behaviors over time
- Types
  - Purchase panels
  - Media panels
Using Diary Panel Data to Solve Marketing Problems

How Loyal Are My Brand’s Buyers vis-a-vis My Main Competitor?
Of next 3 purchases same brand was bought

<table>
<thead>
<tr>
<th></th>
<th>My brand</th>
<th>Competitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 of 3 times</td>
<td>25%</td>
<td>17%</td>
</tr>
<tr>
<td>1 of 3 times</td>
<td>33</td>
<td>24</td>
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<tr>
<td>2 of 3 times</td>
<td>21</td>
<td>24</td>
</tr>
<tr>
<td>All 3 times</td>
<td>21</td>
<td>35</td>
</tr>
</tbody>
</table>

The competitor has much higher loyalty among his buyers than my brand does.

Marketing Implication:
Efforts directed toward extending usage among existing buyers should increase loyalty. Options include in/on pack coupons, in-pack contests, premiums available for several proofs-of-purchase, etc.
Use of Diary Panel Data

<table>
<thead>
<tr>
<th>Income</th>
<th>Total category</th>
<th>Distribution of volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $10,000</td>
<td>21%</td>
<td>32</td>
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<tr>
<td>$10,000-20,000</td>
<td>31</td>
<td>29</td>
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<tr>
<td>$20,000+</td>
<td>48</td>
<td>39</td>
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</tbody>
</table>

Relative to both the category and competition, Brand A is not doing well among upper income households.

Marketing Implication:
Advertising should be retargeted or revamped to reach the proper audience.
Use of Diary Panel Data

Should I Promote My Brand Using a Coupon or Free Sample?

Trial was higher among coupon receivers

Repeat rate was stronger among sample receivers

Both promotions encouraged more purchasing, with the stronger trial/weaker repeat for coupon receivers resulting in as much sales as the free sample.

Marketing Implication:
Since the sample cost three times as much, the coupon was chosen.
Purchase Panels
## NFO Purchase Record

**Monday, February 10 thru Sunday, February 23**

### COUPONS RECEIVED

<table>
<thead>
<tr>
<th>Date Rec'd</th>
<th>For Which of the Dairy Products? Please write in.</th>
<th>How Received?</th>
<th>Or Write In.</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td>By Mail</td>
<td>From Ad</td>
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### SAMPLES RECEIVED

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</table>

### COFFEE

<table>
<thead>
<tr>
<th>Date Bought</th>
<th>Copy complete BRAND NAME from package</th>
<th>Type:</th>
<th>Is Decaffeinated?</th>
<th>Flavor</th>
<th>Type of Package</th>
<th>Size of oz.</th>
<th>Total Price Paid</th>
<th>IF YES, Describe Offer:</th>
</tr>
</thead>
<tbody>
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### JAM, JELLY, PRESERVES, FLAVORED REFRIGERATED SPREADS, MARMALADE, FRUIT BUTTER, etc.

<table>
<thead>
<tr>
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<th>Copy complete BRAND NAME from package</th>
<th>Kind of Product:</th>
<th>Flavor</th>
<th>Type of Package</th>
<th>Size of oz.</th>
<th>Total Price Paid</th>
<th>If YES, Describe Offer:</th>
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</table>

### LAUNDRY DETERGENTS - liquid, powder, flakes or tablets

<table>
<thead>
<tr>
<th>Date Bought</th>
<th>Copy complete BRAND NAME from package</th>
<th>Form:</th>
<th>Is it mainly for use in Cold water?</th>
<th>Does it have active ingredients?</th>
<th>Size:</th>
<th>Total Price Paid</th>
<th>If YES, Describe Offer:</th>
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</table>

### WHERE BOUGHT

<table>
<thead>
<tr>
<th>Type:</th>
<th>Supermarket</th>
<th>Independent</th>
<th>Other</th>
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Menu Census Database

The information collected results in a comprehensive database, which can be used to address a wide range of marketing issues.

There are 3 parts to the Menu Census database:

I. Sample Information: Background information on the households and individuals who take part in the Menu Census.

Household Demographics
- Region
- Metro Area Size
- Household Income
- Household Size
- Presence/Age of Children

Household Member Data
- Age
- Sex
- Diet Status

Psychographic Data
- Attitudes of Homemaker toward Household Chores, Shopping, Entertaining, Nutrition, Convenience.

II. Meal Information: Summary information on the meals eaten by each household member.

- Day of Week
- Meal Occasion (Breakfast/Lunch/Dinner)
- Main Meal vs. Snack
- In-Home vs. Away-From-Home vs. Carried vs. Skipped
- Seasonality

III. Food Item Information: Detailed preparation and consumption information on all food and beverage items and their ingredients.

- Description of Food Item
- Source (Homemade, Frozen, Commercial, etc.)
- Method of Preparation (Baked, Fried, Boiled, etc.)
- Dish Type (End Dish: Part of Other End Dish)
- Dish Position (Main Dish, Side Dish, Dessert)
- First-Time vs. Leftover
- Who Ate (Household Members and Guests)
- Brand
- Appliance Used
- Packaging Material

Menu Census can be purchased as a full service subscription (covering all foods and beverages), or as a partial subscription (covering selected food or beverage categories).
This database is used to produce both standard and custom reports to address various marketing issues. The following standard reports are included as part of a full or partial Menu Census subscription:

Reach and Frequency: Base Report #1

This report provides basic Reach (i.e., Penetration) and Frequency of Use measures on over 20,000 In-Home food and beverage items, and over 4,000 Away-From-Home food and beverage items.

*Marketing Applications:* Market Size Estimates

Reach and Frequency Trends: Base Report #1-T

This report provides basic Reach and Frequency of Use measures on over 600 In-Home and Away-From-Home food and beverage items, trended over 4 different Menu Census data periods.

*Marketing Applications:* Market Trends  
  Strategic Planning

User and Meal Profiles: Base Report #2

This report provides demographic information on over 900 In-Home and 400 Away-From-Home food and beverage items. Consumption of each item is shown in total and distributed by the following characteristics:

- Household Demographics
- Meal Characteristics
- Personal Demographics

*Marketing Applications:* Target Market Identification  
  Product Positioning
Food Usage Analysis: Base Report #3

This report provides information on what end dishes were prepared from each of 4,000 different food and beverage items.

Marketing Applications: Recipe Ideas
Line Extensions
Ad Themes

Dish Composition Analysis: Base Report #4

This report provides information on what ingredients were used to prepare each of 4,000 different food and beverage end dishes.

Marketing Applications: Recipe Ideas
Line Extensions
Ad Themes

Detailed Reach and Frequency: Base Reports #5, 6, 7

These reports provide detailed Reach and Frequency of Use information, showing consumption of 4,000 food and beverage items cross-tabulated by various Menu Census classifications showing source, type, form and other product details.

Marketing Applications: Estimating market size for detailed market segments
Media Panels
## Arbitron Radio Diary

**Monday**

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Place</th>
<th>Check (√) one</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Call letters or station name</td>
<td>AM</td>
<td>FM</td>
</tr>
<tr>
<td>Early morning (from 5 A.M.)</td>
<td>Don’t know? Use program name or dial setting.</td>
<td></td>
<td></td>
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<tr>
<td>Midday</td>
<td></td>
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<td></td>
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<tr>
<td>Late afternoon</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Night (to 5 A.M. Tuesday)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If you didn’t hear the radio today, please check here. ☐
Arbitron Radio Evaluation Methods

Average Quarter-Hour Persons

The average number of persons in a demographic group listening to radio for at least five minutes during an average quarter-hour in a given time period.

Cume Persons (Reach)

The estimated number of different persons in a demographic group listening to radio for five minutes or more within a specified time period.

Exclusive Cume

The number of different persons who, when they are listening, tune to only one station during the time period reported.

Rating

The percent of all people within a demographic group in a survey area who listen to a specific station.

\[
\frac{\text{Listeners}}{\text{Population}} = \text{Rating} \, (\%) \]

Average Quarter-Hour Rating

The average quarter-hour persons audience for a demographic group expressed as a percentage of all persons estimated to be in that demographic group.

\[
\frac{\text{Average quarter-hour persons}}{\text{Population}} = \text{Average quarter-hour rating} \, (\%) \]
Cume Rating

The Cume persons audience for a demographic group expressed as a percent of all persons estimated to be in that demographic group.

\[
\frac{\text{Cume persons}}{\text{Population}} = \text{Rating} \, (\%)
\]

Share

The percent of all listeners in a demographic group that are listening to a specific station.

\[
\frac{\text{Average quarter-hour persons to a station}}{\text{Average quarter-hour persons to all stations}} = \text{Share} \, (\%)
\]

Gross Impressions (GI)

The sum of the average quarter-hour persons audience for all spots in a given schedule.

Gross Rating Points (GRP'S)

The sum of all rating points achieved in a market area for a particular time span or spot schedule.
Cost per Thousand (CPM)

The cost of delivering 1,000 gross impressions.

\[
\text{Cost of Schedule} \times \frac{1,000}{\text{GI}} = \text{CPM}
\]

Cost per Rating Point

The cost of reaching an average quarter-hour persons audience of one percent (achieving an average quarter-hour persons rating of one) for a given demographic group.

\[
\frac{\text{Cost of Schedule}}{\text{GRP}} = \text{Cost Per Rating Point}
\]

Schedule Reach (Schedule Cume)

Estimated number of different persons who are listening at least once to a given spot schedule. (Unduplicated audience)

Frequency

The number of times a person is exposed to a radio spot schedule.

\[
\frac{\text{GI}}{\text{Cume}} = \text{Frequency}
\]
**Time Spent Listening (TSL)**

An estimate of the amount of time the average person spends listening during a specified time period.

\[
\text{Quarter-hours} \quad \frac{\text{Average quarter-hours}}{\text{in time period}} \times \frac{\times \text{persons audience}}{\text{Cume audience}} = \text{TSL}
\]

**Away-from-Home Listening**

Estimate of the amount of listening done away from home expressed as a percent of the total audience.

**Cume Daypart Combinations**

The unduplicated audience for combinations of dayparts. These data are only available in the Arbitron Report or through Arbitron on Information on Demand (AID).

**Area of Dominant Influence (ADI)**

The exclusive geographic area used by Arbitron Television to measure and report television viewing. Every county in the U.S. is assigned to one and only one ADI based on television viewing. Data are shown by ADI in the Arbitron Radio Report for the Top 50 markets whenever they are surveyed.
# NAD Report

## Facts of Life

**Weeks 5-78 Mins 90**

**Wednesday 9:00PM - 9:30PM CS NBC**

### Ratings (%)

#### Total U.S.
- **Women:** 12.7
- **18-24:** 14.1
- **25-54:** 14.3
- **55+:** 12.7
- **90:** 12.0

#### Territory
- **Northeast:** 12.1
- **East Central:** 11.7
- **West Central:** 11.6
- **South:** 11.6
- **Pacific:** 11.6
- **Canada:** 11.6

#### Cable Status
- **Any Cable:** 11.7
- **Pay Cable:** 11.8
- **Basic Cable:** 11.7
- **No Cable:** 11.7

#### Household Size
- **1:** 11.6
- **2-4:** 11.6
- **5+:** 11.6

#### Presence of Non-Adults
- **Any Under 12:** 12.4
- **Any Under 18:** 12.4
- **Any Under 25:** 12.4
- **Any Under 35:** 12.4
- **Any Under 45:** 12.4
- **Any 5-11:** 12.4
- **Any 12-17:** 12.4

#### Householder Income
- **$15,000 & Under:** 12.0
- **$15,001-40,000:** 12.0
- **$40,001-60,000:** 12.0
- **$60,001-90,000:** 12.0
- **$90,001-120,000:** 12.0
- **$120,001 & Over:** 12.0

### Selected Upper Demographics
- **With Non-Adults:** 12.4
- **Hom Ped:** 12.4
- **Hom 1+ yrs Coll:** 12.4
### Viewers Per 1000 Total U.S. Viewing Households—Referenced to 13.92 Million Households Tuned to This Program

<table>
<thead>
<tr>
<th>TOTAL U.S.</th>
<th>316</th>
<th>803</th>
<th>244</th>
<th>302</th>
<th>523</th>
<th>451</th>
<th>354</th>
<th>235</th>
<th>486</th>
<th>202</th>
<th>330</th>
<th>272</th>
<th>223</th>
<th>131</th>
<th>221</th>
<th>153</th>
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<td>179</td>
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<td>46a</td>
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<td>48a</td>
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<td>ANY CABLE</td>
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N.B. SEE LEAD PAGE OF THIS SECTION FOR EXPLANATIONS OF SYMBOLS.
Weaknesses of Diary Panels

• Underrepresented: minorities and under-educated
• High dropout rate
• Must rollover members to avoid maturation
• Response bias: Hawthorne effect and recording errors
Audit Services

• Formal record of retail or wholesale product movement

• Types
  – SAMI
  – Nielsen Retail Index
### Nielsen Retail Index: Sales Data for Muffin Mix

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Uses of Audit Services

• Monitor relative market shares of national and private brands
• Monitor competitors’ actions
• Monitor new product sales by region
• Improve advertising and distribution
• Determine sales potential in specific markets
Weakness of Audit Services

- Limited number of stores covered
- Incomplete number of regions covered
Single Source Data

• Recorded continuously from respondent panel to measure exposures to (TV, newspaper, and in-store) promotions and subsequent buying behavior.
• Components
  – UPCs
  – Checkout scanners
  – Computers
  – MIS
Uses of Single Source Data

- New product test market
- Product repositioning
- Copy execution analysis
- Ad spending analysis
- Ad/promotion mix analysis
BehaviorScan

• Participants
  – Small city grocers and consumers
  – Incentives
    • Grocers: free scanning equipment and data
    • Consumers: Annual free gift and raffle
BehaviorScan Mechanics

- ID card for each consumer
- UPC and scanners
- Controlled advertising exposure
  - Uniquely addressable cable TV (parallel channels)
  - Special newspaper runs
Use of BehaviorScan

• Audit substitute
• Electronic panel
• Experimental manipulation of marketing mix
Advantages of BehaviorScan

• Complete store data
  – Know alternatives as well as choices
• Accurate tracking of coupon use
  – Even mis-redemptions
• Historical record of purchases
  – Set tests with groups matched on usage
• Faster feedback on new promotions
• Increased accurate in store audit
• Decreased reporting bias (Fruit Loops)
Disadvantages of BehaviorScan

• Services in smaller markets
• Small number of markets
  – Geographic differences hard to determine
• Not all outlets represented
  – No drug or mass merchandise stores
• Small sample makes tracking low-incidence products difficult
• Tracks only primary TV in home
• Tracks TV use, not ad exposure
• Must supplement with non-behavioral data